



VOLUME 11

WISCONSIN MAIN STREET News

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The Paul Jules Saloon, Green Bay

In an effort to spur development in the South Broadway area something new was tried—the creation of a limited liability corporation (LLC). The public and private sectors joined together to make this project a success. The hard work resulted in a new vegetarian coffeehouse, a salon, an interior design firm, and a marketing communication firm. These new tenants have helped breath new life back into the district as well as contributing to the community's tax-base. Thanks go to Naletta Burr, director, On Broadway, Inc., for submitting the description of the project.

Building Address:

112/114 South Broadway
Green Bay

Building History:

The Paul Jules Saloon is among the oldest commercial buildings existing in the Broadway District, dating back to 1883. The two-story brick building with Italianate features, and the business it houses within have held strong ties with the surrounding neighborhoods. Unfortunately, years of neglect left the upstairs serving as a bird coop, the first floor windows covered with plywood and all historic aspects of the interior covered. The exterior of the building, once "Milwaukee Cream City Brick," had turned a dull brown through years of grime and neglect.

Since 1883, the north storefront housed a series of saloons. The south storefront housed a cigar factory from at least 1900 to 1914, and in following years housed numerous businesses ranging from plumbing to an Asian grocery store. Prior to the restoration, only a quarter of the building was occupied.

The Paul Jules Saloon before restoration.

Scope of the Project:

In an effort to spur development in the South Broadway area, the Green Bay Chamber of Commerce decided to try something new – creating a limited liability corporation. They took an active role in finding a developer and private funding to create the corporation. Once organized, each partner took on a distinct role in the development of the project:

- \$ The Chamber of Commerce provided the capital for a down payment to purchase the building.
- \$ Direct Development provided the expertise in restoration, property management, and construction funds. In addition, they are responsible for the debt for the building.
- \$ The original owner of the property sold the building at a reduced rate and provided equity for the project by purchasing the tax credits.
- \$ Several local banks in the area partnered to spread the risk.



As Direct Development began tearing away at the plastered walls and drop ceiling, they discovered a perfectly intact tin wall and ceiling in the north storefront. This great historic feature has now been exposed and restored. The original hardwood floors have also been exposed and reconditioned. Along with the interior restoration, the brick exterior was also cleaned. The original window frames were still intact and are now filled with glass instead of plywood. The project has become a model for restoration projects around the city.



The original color of the Milwaukee Cream City Brick was restored.

In November 1999, the first tenants, KaVarna, a vegetarian coffee house, and Yikes Salon, an Aveda Concept Salon, moved into the first floor. The second floor is now home to DOTI, an interior design firm and Pyxis, a marketing communication firm. These new tenants have helped give new life to the district, and the building once again is a meeting place for the community.

Architect: Rick Schroeder

Total Cost: The LLC invested \$335,000 in the building.

Platteville's 'Discover Downtown' Big Success

Platteville Main Street's market analysis revealed that a large portion of the student market was still untapped. According to national studies, the average college student has spending money of \$50 per week. The University of Wisconsin-Platteville is home to over 5,000 students. That means local merchants could tap into approximately \$250,000 per week. In order to start taking advantage of this opportunity the Chamber of Commerce, Platteville Main Street, and UW-Platteville teamed up to host the first ever "Discover Downtown" on Friday, August 31, 2001.

The event was set up as part of New Student Orientation Week. The local college radio station, WSUP, supplied music and CD give-aways throughout the evening. The schedule included the following:

A free movie wrapped up the evening.

Feedback from downtown merchants was positive. One local restaurant that had 10 students come back for dinner the following evening, and reported hearing comments such as, "I found a great place to buy gifts for my girl friend," and "Now I know where to buy my dad's birthday gift". Organizers are planning to expand the event next year.



More than 500 students enjoyed a picnic at City Park.



**5:30-6:30 PM
Picnic in City Park**
The university food service provided dinner outdoors for about 500 students and staff.

**6:45-7:45 PM
Scavenger Hunt**
Students were given a "Shop Main Street Platteville, Where Tradition and Progress Meet" shopping bag which contained a game card and merchant giveaways. Students were required to enter each store and get the card stamped to be eligible for prizes. Roughly 350 students participated.

**7:45-8:45 PM
A Taste of Platteville Pizza**
Students went back to City Park to sample three varieties of pizza and buffalo wings, which had been donated, from four local restaurants. Merchants set up booths in the park to chat with the students. Approximately 75 prizes donated from local merchants were given away.

**9:00 PM
Free Movie**
The Avalon Theatre, located on Main Street, offered a choice of three free movies. About 167 students took advantage of this offer.

10th Annual Governor's Conference A Success



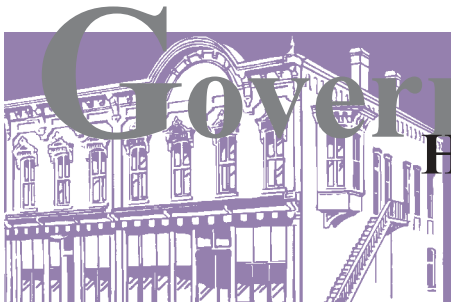
Roundtable discussion participants share ideas in La Crosse.

The theme of this year's Governor's Conference on Downtown Revitalization was "Navigating Downtown Revitalization." It was held in the historic rivertown of La Crosse on October 8-9. Downtown Mainstreet, Inc. and the Greater La Crosse Area Chamber of Commerce were gracious hosts to more than 200 participants who shared innovative downtown revitalization efforts, ideas, and experiences. The 2002 conference is being planned in Appleton.



Pewaukee + Monopoly = Penopoly

Positively Pewaukee's third annual gala event, held on November 10, 2001, turned out to be a fabulous evening of fun and fundraising. More than 200 guests attended Pewaukee's version of Monopoly—Penopoly. Fundraising opportunities included a Game of Chance, a raffle, a silent auction, a live auction hosted by "Uncle Pennybags," an opportunity to put someone in jail (or bail them out) and a chance to play Penopoly. Guests dressed like a million bucks or in a costume related to the game while they enjoyed a buffet dinner and dancing. More than \$15,000 was raised over the course of the evening. Congratulations Pewaukee!



Governor Announces Help for Rural Downtown Businesses

On November 6, 2001, Gov. Scott McCallum announced that small business startups taking over vacant storefronts in rural downtowns will be eligible for loan assistance from the Wisconsin Housing and Economic Development Authority (WHEDA).

“Thanks to legislation in the new state budget, WHEDA is now able to expand its definition of a startup business for lending purposes,” Gov. McCallum said. “This will help new businesses open shop in rural downtowns across the state and strengthen our rural communities.”

WHEDA initially will market the expanded service to 27 rural communities that are in the state’s Main Street program. However, WHEDA officials say all rural communities will be eligible immediately.

For this program, a rural community is defined as a city, town or village with a population of 12,000 or less, or in a county with a population density of less than 150 people per square mile. The new legislation expands the type of projects covered under the WHEDA Small Business Guarantee (WSBG) loan program, which helps Wisconsin businesses by providing a guarantee on bank loans up to \$750,000 (\$250,000 for working capital). In general, WSBG borrowers can use loan guarantees to expand or acquire a small business, for revolving lines of credit or permanent working capital, for expenses including land, buildings, equipment and inventory, and in some cases, to refinance debt. Guarantees also can be used to start up a day-care business, including one owned by a cooperative or nonprofit group. In

order to be eligible, the project also must create or retain jobs. Lenders may take immediate advantage of the expanded definition involving vacant storefronts. WHEDA is Wisconsin’s state housing authority. The organization serves Wisconsin residents and communities by working to provide creative financing resources and information to stimulate and preserve affordable housing, small business and agribusiness. Its housing programs receive no state assistance.

Questions about the new financing options or any feature of the WSBG program can be answered by calling WHEDA toll-free at (800) 334-6873.

Green Bay Unveils ‘Urban Garden’

What do you do with 15 unused parking meters?

In June, the Northeast Wisconsin Art Council unveiled an “urban garden” on each side of South Broadway Street, from the 200-400 blocks, in Green Bay. These unique sculptures replaced 15 unfinished/unused parking meters.

Tina Quigley, director of the Northeast Wisconsin Art Council, commented, “While these meters are not being used we thought we should top them with something delightful for customers and residents to look at.” Stationary art pieces were the answer.

Three artists were chosen to design the sculptures: Steven Haas, designed the bronze sculptures tinted with stainless steel; Ned Cain, created the limestone sculptures; and Carrie Fonder, produced the sculptures created with raw metal.

A new addition to the “urban garden.”



Ameritech Helps Fund Market Analysis

Chippewa Falls Main Street received a \$5,000 Ameritech Economic Excellence Grant to help fund a market analysis. The analysis will help answer questions such as the following:

*What are the markets that are not currently being met within a 15-mile radius of Chippewa Falls?

*What market can be served more effectively in a downtown location?

*What types of products or service volumes would be needed to generate enough revenue to fill vacancies located in the downtown area?

Main Street will be partnering with the City of Chippewa Falls Planning Office and the Geography Department at UW-Eau Claire to accomplish the task. Currently, the central business district houses 215 businesses and employs more than 2,000 people. Congratulations Chippewa Falls!





Business Retention

Key to Strong Local Economy

J.D. Milburn, Small Business Specialist, Wisconsin Main Street Program,
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For the past 10 years we have enjoyed economic growth, the longest expansion in history, but now economists have announced that we are officially in a recession. Some economic “guru’s” have even suggested that industry may already be in a depression. In case you are unsure of the difference the definitions are as follows:

Top Priorities of Small Business Owners

1. Generating more sales.
2. Better marketing.
3. Understanding the financial condition of the business.
4. Starting a retirement plan.
5. Setting personal & business goals.

Major Concerns of Small Business Owners

1. Obtaining needed capital.
2. Finding & managing people.
3. Managing the firm’s growth.
4. Keeping up with competitors.
5. Keeping up with technology.

8 Ways to Improve Your Company’s Profit

1. Prepare a business plan.
2. Build a solid relationship with your banker.
3. Watch your cash flow.
4. Look in unexpected places for competition.
5. Talk to your customers.
6. Develop a good relationship with employees.
7. Delegate responsibility.
8. Cultivate business contacts.

Source: Inc Magazine Survey



A recession is a significant decline in activity spread across the economy, lasting more than a few months, visible in industrial production, employment, real income, and wholesale-retail trade. A recession begins just after the economy reaches a peak of output and employment and ends as the economy reaches its trough. Between trough and peak, the economy is in an expansion. Expansion is the normal state of the economy; most recessions are brief and they have been rare in recent decades.

A depression is a period during which business, employment, and other key economic indicators decline or remain at a low level of activity.

The **Great Depression**, the worst economic downturn in the history of the United States, was precipitated by the Wall Street stock-market crash of 1929. The depression had devastating effects on the country. The stock market was in shambles. Many banks couldn’t continue to operate. Farmers fell into bankruptcy. A quarter of the working force, or 13 million people, were unemployed in 1932, and this was only the beginning. The depression lasted over a decade, with hundreds of thousands of Americans losing their jobs, businesses failing, and financial institutions collapsing. The depression spread to virtually all of the industrial world.

The Great Depression changed the institutions governing monetary policy¹. These changes included the departure from the gold standard, an opening of a new avenue for monetizing government debt², changes in the structure of the Federal Reserve System, and new monetary powers of the Treasury.

You may ask, what does this have to do with downtown revitalization? In two words—business retention. This is the key to sheltering Main Street businesses from economic downturns and to build strong local microeconomics. Therefore, a community has to or must keep a “finger on the pulse” of its existing business base.

¹ Monetary policy is conducted by the Federal Reserve System, the nation’s central bank, and it influences demand mainly by raising and lowering short-term interest rates.

² “Monetizing the debt” means the government went to the Treasury Department and ordered more dollars printed and placed in circulation in order to increase government spending.



Here are some retention tips, tasks, and goals for the Economic Restructuring Committee:

1. Get out of the meeting room and into the downtown businesses.
2. Show the business owner you care, and let them know they have someone available to listen, offer suggestions, or provide links to business resources—confidentially.
3. Take on the role of business counselor—offer a helping hand.
4. Share information on cash flow, employee issues, and product lines that will strengthen the business.
5. Provide data on industry standards to help identify proper inventory turns.
6. Help write or update the business plan.

I remember the tough years during my previous tenure as a small business banker. In fact, I even liquidated a few businesses. During that time I learned that offering a helping hand, being a good listener, and showing people how to turn large problems into small ones, made for good business retention. When times improved, these businesses became loyal customers.

Businesses should be encouraged to build a “Main Street Neighborhood” which utilizes cooperative advertising, cross marketing and clustering to keep the local economy strong. When everyone is striving towards common goals, the Main Street neighborhood will be a success.

Web Sites to Explore

<http://www.shsw.wisc.edu/>

The **Wisconsin Historical Society** is both a state agency and a private membership organization. Founded in 1846, two years before statehood, and chartered in 1853, it is the oldest American historical society to receive continuous public funding. By statute, it is charged with collecting, advancing, and disseminating knowledge of Wisconsin and of the trans-Allegheny West.

<http://www.ifea.com/>

The **International Festival and Events Association (IFEA)** has provided cutting-edge professional development and fund-raising ideas to the special events industry for 45 years. Through publications, seminars, the annual convention and trade show, and ongoing networking, IFEA is advancing festivals and events throughout the world.

<http://www.rltrac.com/>

Retail Lease Trac, Inc. has served the commercial real estate industry for over 10 years by providing market-specific tenant information. Their new division, the Global Commercial Listing Service, allows anyone seeking commercial property, of any kind, to get detailed information about the property and view the space from their home or office.

<http://www.communityfoundationlocator.com/search/index.cfm>

The **Community Foundation Locator** is sponsored and maintained by the Council on Foundations. Community foundations are tax-exempt public charities serving thousands of people who share a common concern—improving the quality of life in their area. Individuals, families, businesses and organizations create permanent charitable funds that help their region meet the challenges of changing times. The foundation invests and administers these funds.



Japanese Seek Assistance From Rice Lake

Tsuyoshi Setoguchi, Associate Professor of the Hokkaido University in Japan, contacted the Rice Lake Main Street Association for information about downtown revitalization. Local program manager, Kathy Wellsandt, completed and returned a four-page questionnaire concerning general program information, committee and board structure, and details on specific projects.

Setoguchi visited the National Main Street Center in Washington, D.C. and obtained a copy of *Main Street Success Stories*. Rice Lake was one of 44 Main Street communities selected from across the nation to be included in the 1997 publication produced by the National Trust for Historic Preservation. Setoguchi plans to share his 40-community research results later this year.

Welcome!

New Main Street Managers

Naletta Burr, Green Bay

Naletta is a Green Bay-area native and has been working to improve the Broadway District in Green Bay for the past three years as On Broadway, Inc.'s (OBI) Program Coordinator. In December she will become the director of the program. Naletta received a B.A. degree in Urban and Regional Studies, with a design emphasis, from the University of Wisconsin – Green Bay, which made OBI an ideal career choice. Initially, she was an intern for the program. Working for OBI has given her an opportunity to combine her professional experiences, including architectural design, and building and business development. Naletta welcomes the new challenges being director will bring and looks forward to having an active role in the growth of the district.



Tom Clippert, Beloit



Tom is a native of Beloit who moved back to the community with his wife Debbi eight years ago. He received a B.A. degree in Economics and International Relations from the University of Wisconsin-Madison. For the past seven years Tom worked as a liaison to the business community in the W2 Program and Job Creation Program with the Department of Commerce. After Andrew Janke was promoted to Economic Development Director for the City of Beloit, Tom accepted the position of Executive Director of the Downtown Beloit Association. Tom has been active in many community development organizations, including serving on the boards of Community Action of Rock and Walworth Counties, and the Urban Economic Development Association of Beloit. After commuting to Madison for the last six years, Tom is excited to be working in his hometown again.

Amy Charles, Blanchardville/Darlington

Amy was raised in Platteville, Wisconsin, and attended the University of Wisconsin-Platteville where she received a Bachelor of Science degree in Speech Communication with an emphasis in Public Relations. After several years of working in marketing and development for non-profit organizations, she became the Program Manager of the Blanchardville Main Street Program in April of 1998. In September 2000, she became the Program Manager of the Darlington Main Street Program. In addition to the two part-time manager positions, Amy also works for the Point of Beginnings Heritage Area, Inc., an organization that promotes heritage tourism in Grant, Iowa and Lafayette counties in southwest Wisconsin. Amy lives in Shullsburg with her husband Adam, a restoration carpenter, and their nine-month old son Oren. When she is not working, Amy enjoys spending time with her family and renovating her 1860s brick Italianate home.



Shop the Difference



Platteville's Promotion Committee is trying a new way to attract people downtown. A 12' by 25' billboard, which is rotated to a new location every 30 days, will cover all of the major roadways that enter the community. The Platteville Main Street Program logo will serve as the base with the added slogan "Shop the Difference." In addition, the posters will feature a different individual sponsor each month. The billboards will run from October 2001 to September 2002.

"We're excited about this program. It's one way that our community can begin to combat the affects of the upcoming by-pass on Highway 151, which will be completed by 2005" states Platteville Main Street Manager, Cheryl Zmina. "It's never too soon to look to the future."

Energy Efficiency = Healthier Downtown

Healthy businesses are the foundation of a thriving downtown. Has your business had an energy check-up lately? If not, you might be missing out on an opportunity to realize savings that will flow right to your bottom line. Many of the steps businesses can take to improve energy efficiency can be implemented at little or no cost, but most small businesses don't have energy experts on staff and aren't aware of the opportunities. Wisconsin Focus on Energy's programs are designed to fill this gap.

Wisconsin Focus on Energy's services help you translate energy savings into dollar savings. Among the services offered to small businesses are energy self-survey tools; advice on purchasing energy saving equipment; guidance on new energy saving technologies; help in locating contractors to implement your project; assistance finding financing and access to training.

Participation in Wisconsin Focus on Energy programs is strictly voluntary, and eligible participants pay nothing for the services. When you choose to become a Wisconsin Focus on Energy Partner, you are asked to invest a small amount of your time and implement actions that make good business sense to you. Wisconsin Focus on Energy is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. These services are delivered by a group of firms contracted by the Wisconsin Department of Administration, Division of Energy. To learn more about what services your business may be eligible for, call 1-800-762-7077.



Statistically Speaking...

Wisconsin Main Street Reinvestment Statistics July 2000-June 2001

Total Number of Public Improvements	118
Investment in Public Improvements	\$9,162,388
Total Number of Building Rehabilitations	236
Investment in Building Rehabilitations	\$8,326,610
Total Number of New Businesses	197
Total Number of Business Relocations and Expansions	51
Total Number of New Jobs	837
Total Private Investment	\$42,970,494
Total Public and Private Investment	\$52,132,882

Joe Lawniczak New Design Coordinator

The Bureau of Downtown Development welcomed Joe Lawniczak as the new Design Coordinator on September 24, 2001. Lawniczak will provide design assistance to business/property owners in Main Street communities. He has more than 12 years of experience as an architectural designer for Berners-Schober Associates, Inc., in Green Bay. Lawniczak volunteered as facade restoration designer and design committee member for On-Broadway, Inc., Green Bay's Main Street program, from 1995-2001. In addition, he served as the vice-chairman for the Historic Preservation Commission for the City of Green Bay for the past year and a half. Lawniczak attended Milwaukee Area Technical College and Northeast Wisconsin Technical College for Architectural Technology.



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